

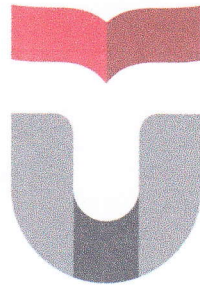
APPROVAL PAGE
**WHAT DRIVES GEN Y LOYALTY TOWARDS MOBILE SERVICE
PROVIDER? UNDERSTANDING THE MEDIATED MODERATING
ROLES OF SWITCHING COSTS AND ALTERNATIVE
ATTRACTIVENESS IN THE VALUE SATISFACTION LOYALTY
CHAIN**

Proposed as One of the Requirements to Achieve a Bachelor Degree
International ICT Business Study Program

Written by:

NAUFALDI HILMI

1401140471



**Telkom
University**

Supervisor :

Indira Rachmawati, S.T., M.S.M.

**INTERNATIONAL ICT BUSINESS
SCHOOL OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG**

2018